

Figure 1

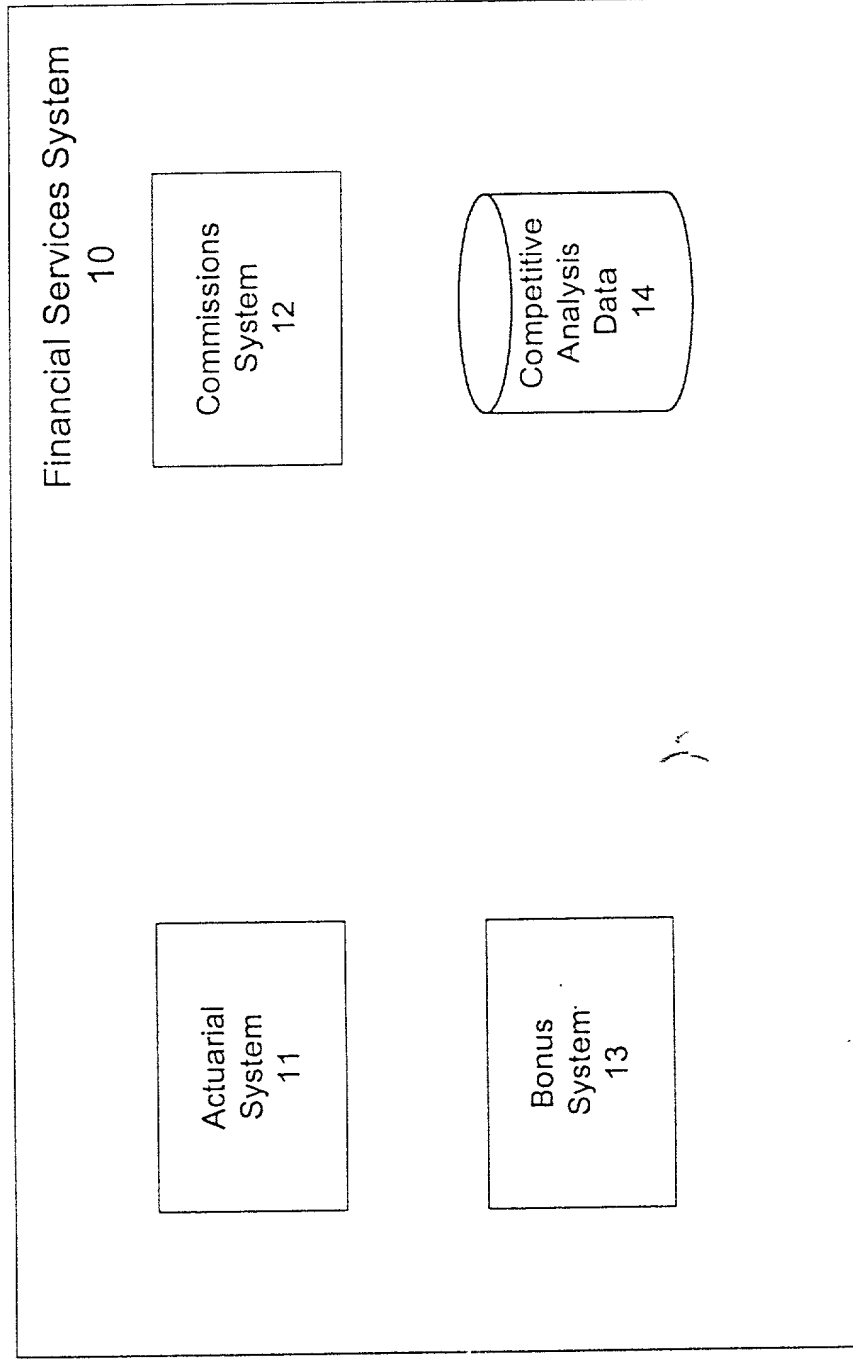


Figure 2

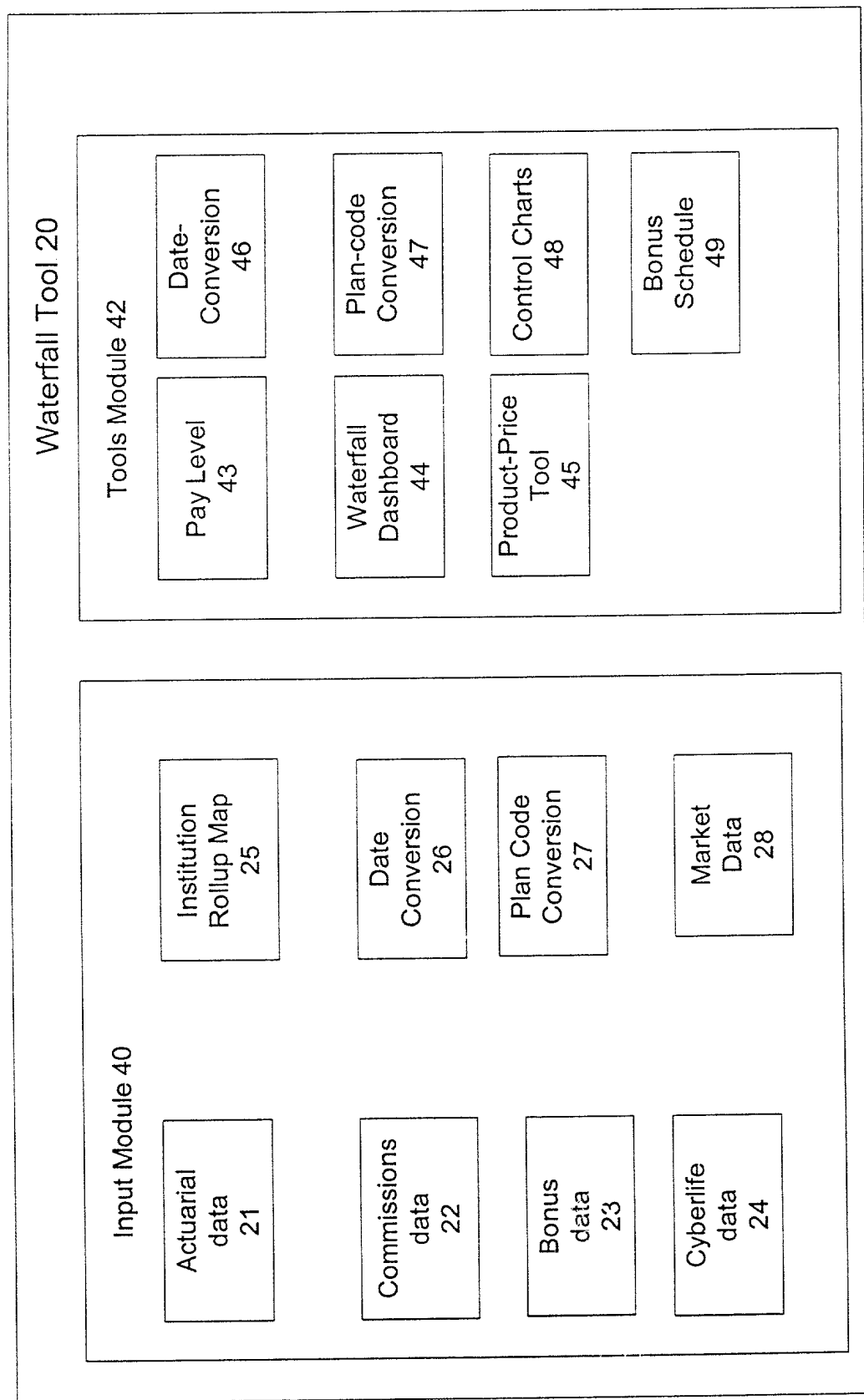


Figure 3

Waterfall Dashboard 44	
Waterfall Worksheet 51	Commissions Worksheet 54
Underwriting Worksheet 52	Discount and Rider Worksheet 53
Average Bonus Percentage Worksheet 55	Channel Allowance Worksheet 56
	Bonus Level Worksheet 57

Figure 4

TABLE 4-33-2001

	Gross Premium	Rider Premium	Premium w/o Riders	Comm. Pre	Commission	Factor	PV Premium	PV Commission
Total	\$101,291,487.85	\$1,189,442.79	\$100,102,045.06	\$35,061,001.35	\$94,030,308.23	7	\$700,714,315.42	\$15,833,025.22
	Count							
SPOUSE	34335							
Market Price	Market Gap	List Price	UW	Discounts	Riders	Premium	Commissions	Bonus
	\$347,980.56		\$1,371,398.02	\$1,716,750.00	\$1,189,442.79	\$100,102,045.06	\$94,030,308.23	\$37,010,525.11
	\$2,435,863.92		\$5,599,786.12	\$12,017,250.00	\$5,947,213.95	\$700,714,315.42	\$109,715,373.46	\$37,010,525.11
Market Price	Market Gap	List Price	UW	Discounts	Riders	Premium	Commissions	Bonus
101.35%	0.35%	102.24%	1.37%	1.71%	0.85%	100.00%	13.42%	0%
0%	0%	0%	0%	0%	0%	0%	2%	5.23%

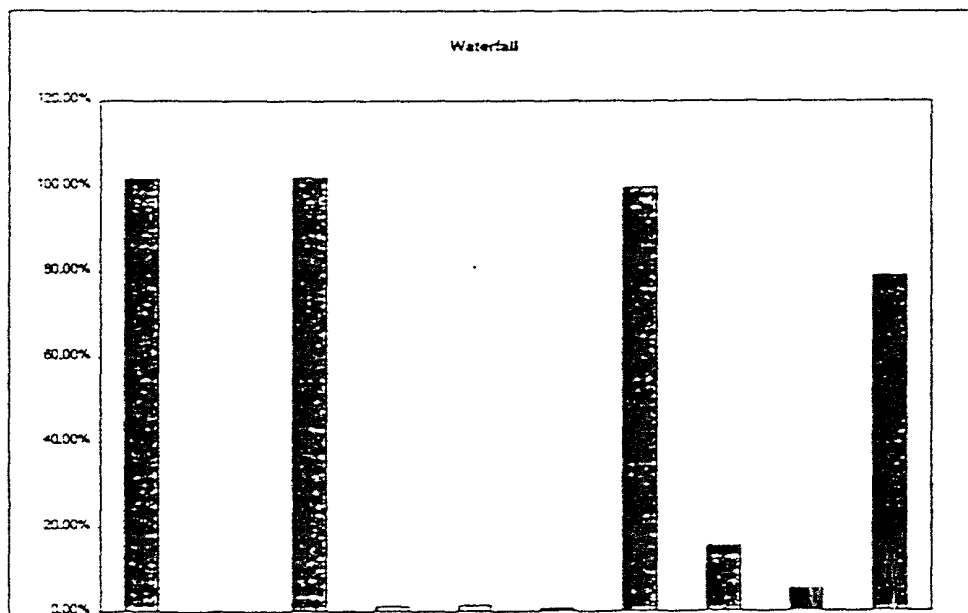


FIGURE 5

TOP SECRET

	UFLIC	AM	WRO	LYN	RIC	FHL	Overall
% Reclassified	3%	2%	0%	3%	7%	5%	3%
Premium Leakage	\$ 30.00	\$ 20.00	\$ -	\$ 600.00	\$ 500.00	\$ 32.00	\$ 1,250.00
Target Error %	5%	5%	5%	5%	5%	5%	5%

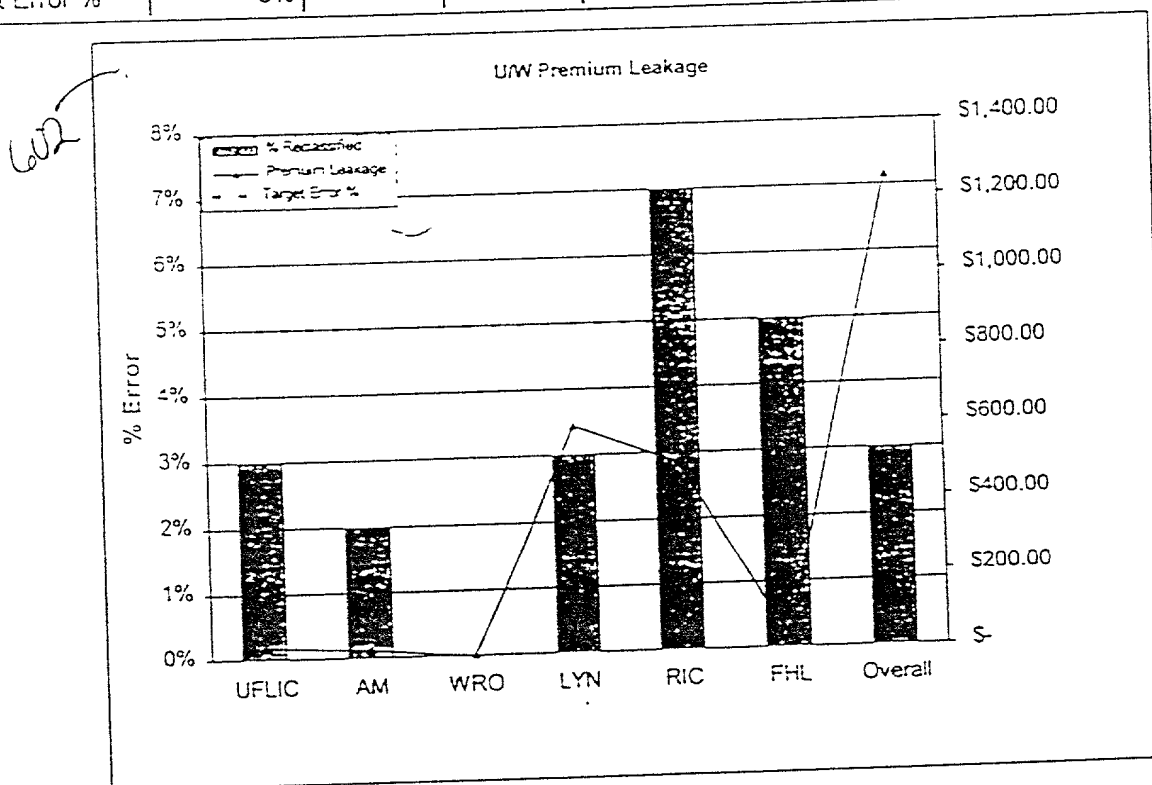


FIGURE 6

# Discount & Rider Worksheet

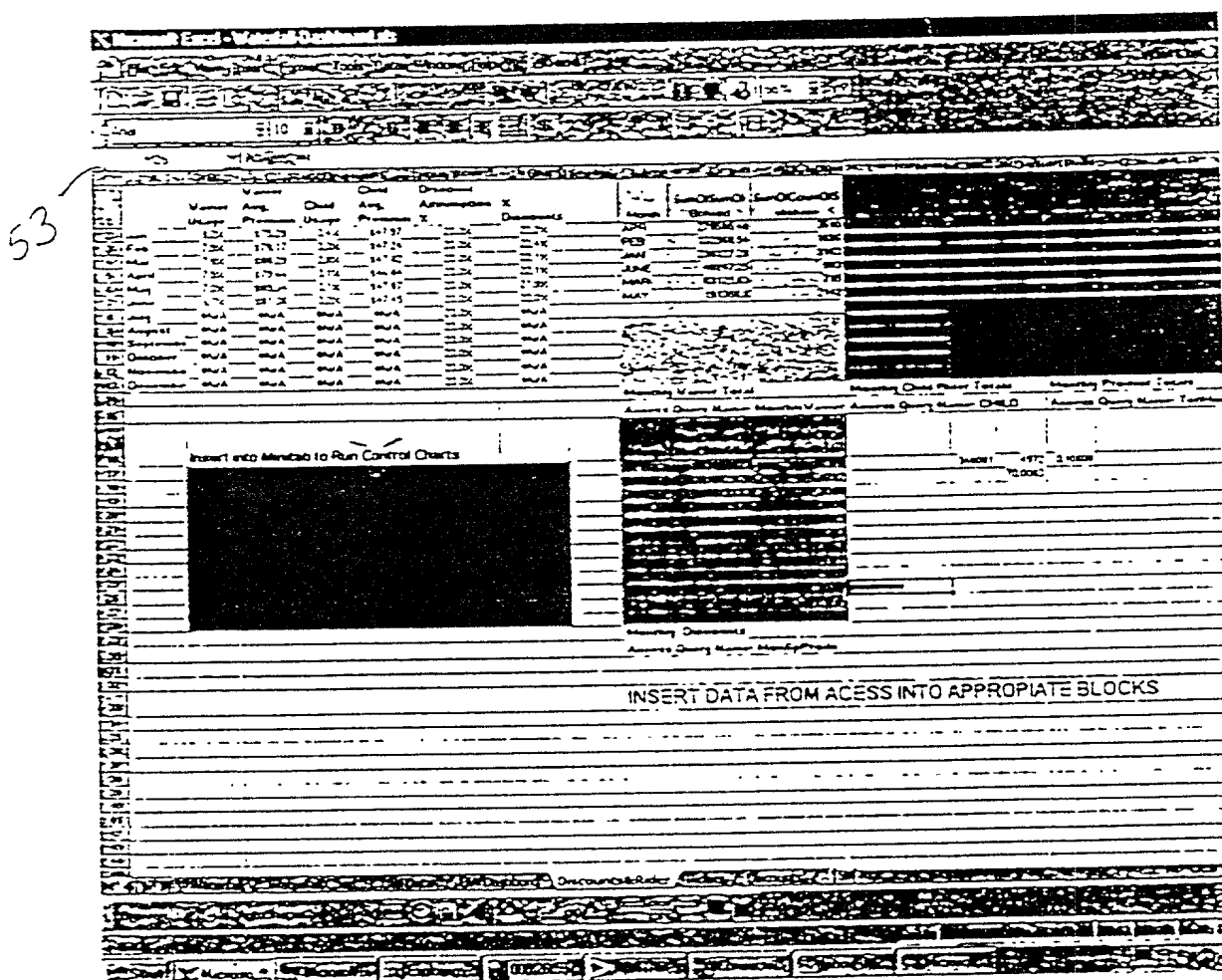


FIGURE 7

Commission Worksheet

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	Z. Kemper	Banner	First Penn	Sec. CT	C.N.A.	NACOLA
Rate	146%	129%	128%	123%	105%	65%

	Z. Kemper	Banner	First Penn	Sec. CT	C.N.A.	NACOLAH
Pay Out Delta	\$5,034,084.18	\$8,536,055.79	\$14,445,632.87	\$17,072,111.57	\$21,143,153.57	\$47,407,940.60

FIGURE 8



Channel Allowance Worksheet

	BGA	AMSG	BANK	PFS	E-Commerce	Target
1Q00			126%	215%		100%
2Q00		164%	131%	190%		100%
3Q00						100%
4Q00						100%

FIGURE 9

Avg. Bonus Percent Worksheet

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	Actual Bonus Level	Yr. End Projected	Bonus Target
1Q00	36.4%	39.8%	36.0%
2Q00	37.6%	39.8%	36.0%
3Q00			36.0%
4Q00			36.0%

FIGURE 10

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FIGURE 11



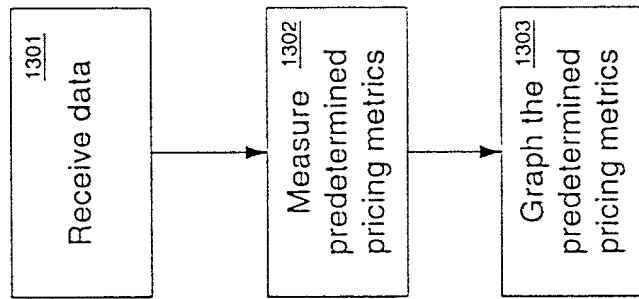


Figure 13

# E: Control Plan

Bucket	Measurement	Trigger Level	Current Level	Owner	Data Source	Action Plan
Market Gap	Competitive Rate	Within 5% of market Avg.		Troy Thompson	Barry Koklefsky, Cindy Viner	Evaluate Position of all three Market Gap Metrics;
	Ranking vs. Major Competitors	Within the top 5	TBD			Asses current production levels;
	% Variance from Lowest Price	Within 7% of lowest Price	TBD			Evaluate the need to Reprice
U/W	U/W Error Rate	TBD	TBD	Shawn Parks	Jim Robinson	Evaluate the need to restructure the Underwriting Guidelines
	Premium Leakage	TBD	TBD			
Discount	Trend of Usage Percentage	Exceeds amount assumed in Pricing model	22.10%	Shawn Parks	Barry Kolkefsky	Asses the Level of Discount Production; Root Cause analysis to determine reason for increase;
Riders	Trend of Usage Percentage by Type	TBD	7% WP & 3% Child	Shawn Parks	Barry Kolkefsky	Determine Root Cause for Production Decline;
	Trend Avg. Premium Amount vs. Type	TBD	\$81 WP & \$47 Child			Market research to determine new Types; Action Plan to Increase Productions
Commissions & Bonus						Asses Impact of Rate Reduction on Volume; Reevaluate Bonus Schedule;
	Total Pay Out Rate vs. Competition	Within Mid-Market Range of Competitors	TBD		Cindy Viner	
	Trend of %	Exceed	39.26%	Shawn	Connie	Changes rates if required

FIGURE 14